ENERGY STAR® QUALIFIED LIGHT BULBS

KEY SALES MESSAGES:

ENERGY STAR is:

> A U.S. government-backed symbol of energy efficiency
> No sacrifice, same features

ENERGY STAR qualified light bulbs:

> Use at least 2/3 less energy than incandescent bulbs
> Last 6 to 15 times longer than incandescent bulbs – great for hard-to-reach fixtures
> Come in several different shapes to fit the style of your fixture, including spiral, globe and reflector

If you replace five regular light bulbs with ENERGY STAR qualified light bulbs, you'll save an average of $190 in electricity costs over the lifetime of the bulbs.

CUSTOMER FAQs:

Q: Why are ENERGY STAR qualified light bulbs more expensive than other bulbs?

A: ENERGY STAR qualified light bulbs are actually less expensive in the long run. What you save in energy and bulb replacement costs over time, more than makes up for the difference in the up–front cost. On average, a qualified light bulb can save more than $35 in electricity costs over its lifetime.

Q: How do I choose the right ENERGY STAR qualified light bulb to replace my 60 Watt incandescent bulb? What should I look for?

A: Many manufacturers include product equivalency information on the packaging, or use words like "Soft White 60," or "60 Watt Replacement" to help consumers locate the right one. And, be sure to look for the ENERGY STAR mark on the product packaging. ENERGY STAR qualified light bulbs must pass product quality and performance tests, so they are a notch above the others.

Q: I have trouble understanding the Watt information on the bulb package. What is a Watt anyway?

A: A Watt is a measurement of energy consumption. It's the common way incandescent light bulbs are identified (for example: 60 Watt, 75 Watt, and 100 Watt). When purchasing a light bulb, however, what you really want is light output, which is measured in lumens. A 60 Watt bulb, for example, produces 800 lumens. By selecting a 13 Watt ENERGY STAR qualified light bulb that produces 800 lumens, you get the same amount of light, but use much less energy.

For more information,
visit **www.energystar.gov/cfls**